

Engage with Vermont's Snowmobiling Community!

Snowmobile Vermont Magazine

Our publication is the premier magazine dedicated to the vibrant snowmobiling culture in Vermont. As an official publication of the Vermont Association of Snow Travelers (VAST), our magazine offers:

- **Engaging Editorial Content:** Stay informed with the latest industry news, club projects & events, and in-depth human interest stories that capture the heart and soul of snowmobiling in Vermont.
- **Focus on Lifestyle:** Connect with the lifestyle and culture of the snowmobiling community through our expertly curated articles and features.

Snowmobile Vermont is an essential resource for passionate snowmobilers planning their winter adventures. Our magazine ensures your business reaches this dedicated audience effectively:

- **Printed Edition:** Our magazine reaches Vermont's most engaged tourist demographics through a strategic distribution network. You can find it at Vermont Interstate Welcome Centers, Regional Chambers of Commerce, select Vermont country stores, lodgings, restaurants, and snowmobile and powersports dealerships. Additionally, we deliver directly to the mailboxes of many of our members, ensuring your business is placed right in the hands of passionate and committed riders planning their winter adventures.
- **Digital Edition:** Available on our website and emailed to our members, the digital edition features live links to your business, providing direct access with just a click.

Annual Snow Traveler's Guide To Vermont

Our comprehensive Snow Traveler's Guide is distributed widely, ensuring maximum visibility for your business:

- **Availability:** Find our guide at New England Bass Pro Shops & Cabela's, Interstate Welcome Centers, local businesses, restaurants, lodgings, and major trade shows across six states.
- **Targeted Listings:** Snowmobilers use our guide to find places to stay, eat, and refuel. Featuring ads and free listings for on-the-trail businesses offering food, gas, lodging, or dealer services, it delivers riders directly to your doorstep.

Join us in celebrating and supporting the snowmobiling lifestyle in Vermont. Advertise with VAST and connect with a community that values adventure, camaraderie, and the Vermont winter experience!

For more information on advertising opportunities, contact:

advertising@vtvast.org or call 802-229-0005 option 3 for Beth Flint, Technology & Media Manager





Snowmobile VERMONT

2025/26 Rates

All Rates Include FREE Ad Design!*

FULL PAGE

8.375 X 10.875
(TRIM)

8.625 X 11.125
(W/BLEED)

1/2 PAGE

7.124 W X 4.717 H

1/3 PAGE

4.686 W X
4.717 H

1/6 PAGE

2.248 W
X 4.717 H

1/4 PAGE

3.466 w
X 4.717 h

1/8 PAGE

3.466 W X 2.263 H

PLATINUM

GOLD

SILVER

BRONZE

Section/Size

Design Size

Price Per Ad

Covers

Inside Covers & Back Page	8.625 w x 11.125 h w/bleed	\$1,700
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Premium Pages

Full page	8.375 w x 10.875 h	\$1,500
2/3 page	4.686 w x 9.625 h	\$1,300
1/2 page	7.124 w x 4.717 h	\$1,075
1/3 page	4.686 w x 4.717 h	\$800
1/6 page	2.248 w x 4.717 h	\$500

Lodging, Dining & Real Estate

Full page	8.375 w x 10.875 h	\$1,500
1/2 page	7.124 w x 4.717 h	\$875
1/4 page	3.466 w X 4.717 h	\$475
1/8 page	3.466 w x 2.263 h	\$300

Marketplace (small economy ads in back)

Platinum	1.688 w x 4.75 h	\$250
Gold	1.688 w x 3.532 h	\$200
Silver	1.688 w x 2.323 h	\$150
Bronze	1.688 w x 1.094 h	\$100

Deadlines

Issue

Deadline

Mail

Traveler's Guide '25-26

Aug. 15, 2025

Sept. 25

Early Winter '25

Oct. 15, 2025

Nov. 18

Winter '25

Jan. 16, 2025

Feb. 13

Late Winter '25

March 13, 2025

April 10

(802) 229-0005 x 116 | advertising@vtvast.org

www.vtvast.org

*or you may supply your own camera-ready file if you wish



Snowmobile
VERMONT
VERMONT ASSOCIATION OF SNOW TRAVELERS
VAST

2025/26 Advertising Insertion Order

Business Name _____ Contact Name _____
Mailing Address _____ Phone _____
_____ Email _____
Town, State & Zip _____ Website _____

Issue	Size	Cost	Note/Special Instructions
Traveler's Guide '25/26	_____	_____	_____
Early Winter '25	_____	_____	_____
Winter '26	_____	_____	_____
Late Winter '26	_____	_____	_____
TOTAL		_____	

All ads are accepted based on the assumption that the advertiser or agency is authorized to place advertisements. VAST shall not be liable for any claims based on contents or subjects of advertisements. VAST assumes that an advertiser has secured the right to use any photographic images contained in an ad, as well as the consent of any person(s) who may be pictured. VAST is not liable for any costs or damages if for any reason VAST fails to publish an advertisement, nor responsible for errors in ads that are provided to the VAST as "camera ready". All advertising material is subject to approval and placed at the discretion of the VAST. VAST reserves the right to reject or cancel any advertising for any reason at any time, without liability. Advertisers and their agencies are jointly and severally liable for payment of advertising space ordered and published, production charges, and any collection or legal costs incurred. I acknowledge and accept these terms and conditions.

VAST encourages advertisers to take advantage of our prepayment discount of 5%. Further, we remind VAST advertisers that our standard terms are net 30 days and all balances must be satisfied before an insertion order is placed in a future issue.

Authorized Signature _____ Date _____

☐ Bill Me ☐ Check

Prepay now and get 5% off!

☐ Credit Card ☐ Charge Total Contract \$ _____ ☐ Charge Per Issue \$ _____

Credit Card _____ Exp _____ CCV Code _____

Name on Card _____

Email completed insertion order to: advertising@vtvast.org

Or mail to: Snowmobile Vermont magazine, 26 Vast Lane, Barre, VT 05641 • Fax: 802-223-4316